

# Travel Opportunity for All

## Accessible tourism travel agency research in **Japan** 2012

speaker : **KIJI** - Japan Accessible Tourism Center, Osaka Japan



# Status and Purpose

What options and services are available  
for the people with disability to travel around in Japan ?

**43 Travel agencies**

may be more ?

few actions in big companies

many small companies

**outbound** tourism

**8 barrier free  
tour centers**

local government support  
**inbound** tourism

**4 volunteer  
groups**

charity base



# Research

period : February 2012

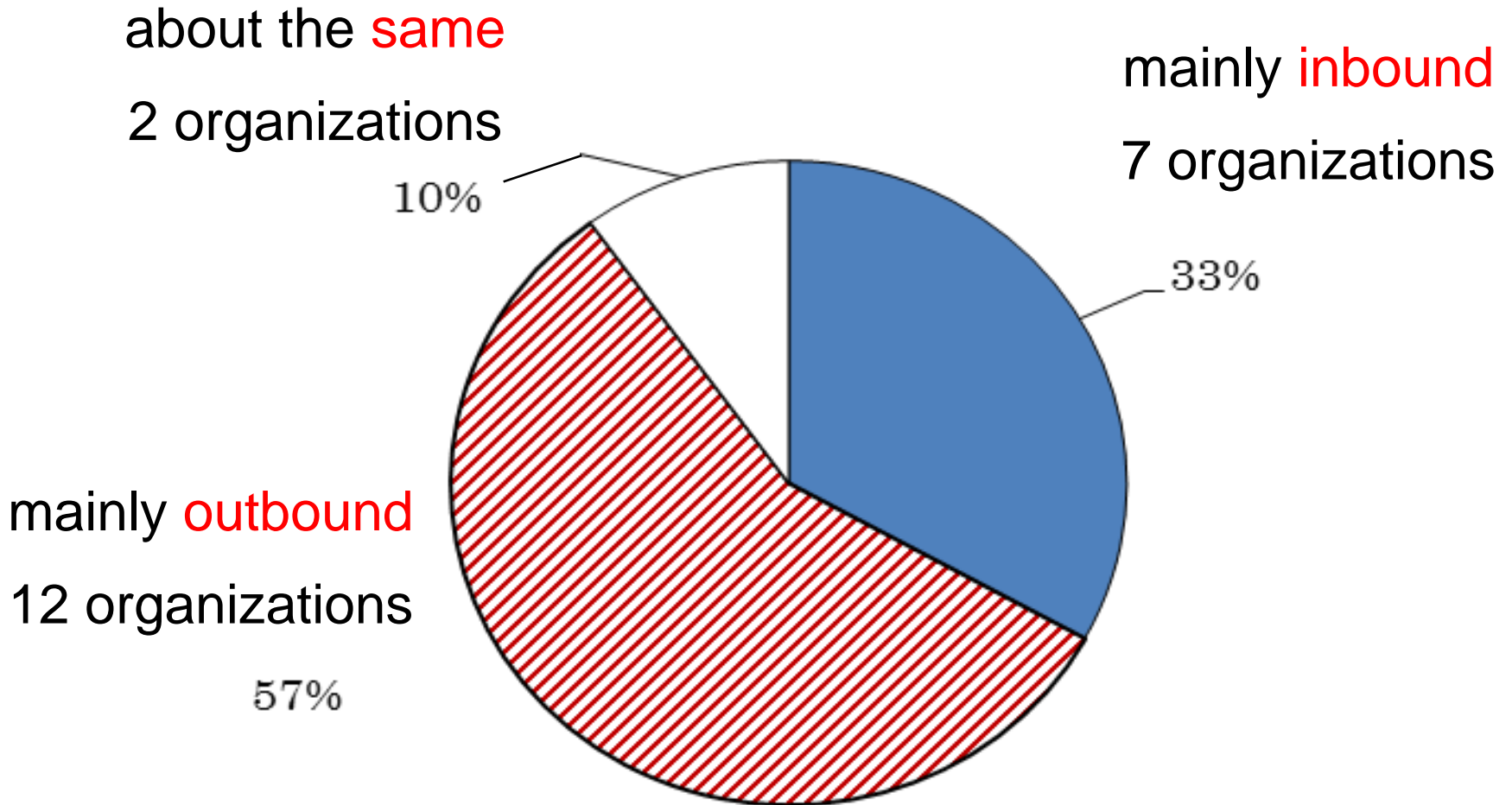
method : mail survey

target : 55 organizations.

**21 answer** ( response **38%** )

\* It is very disappointing no answer from big travel agencies.

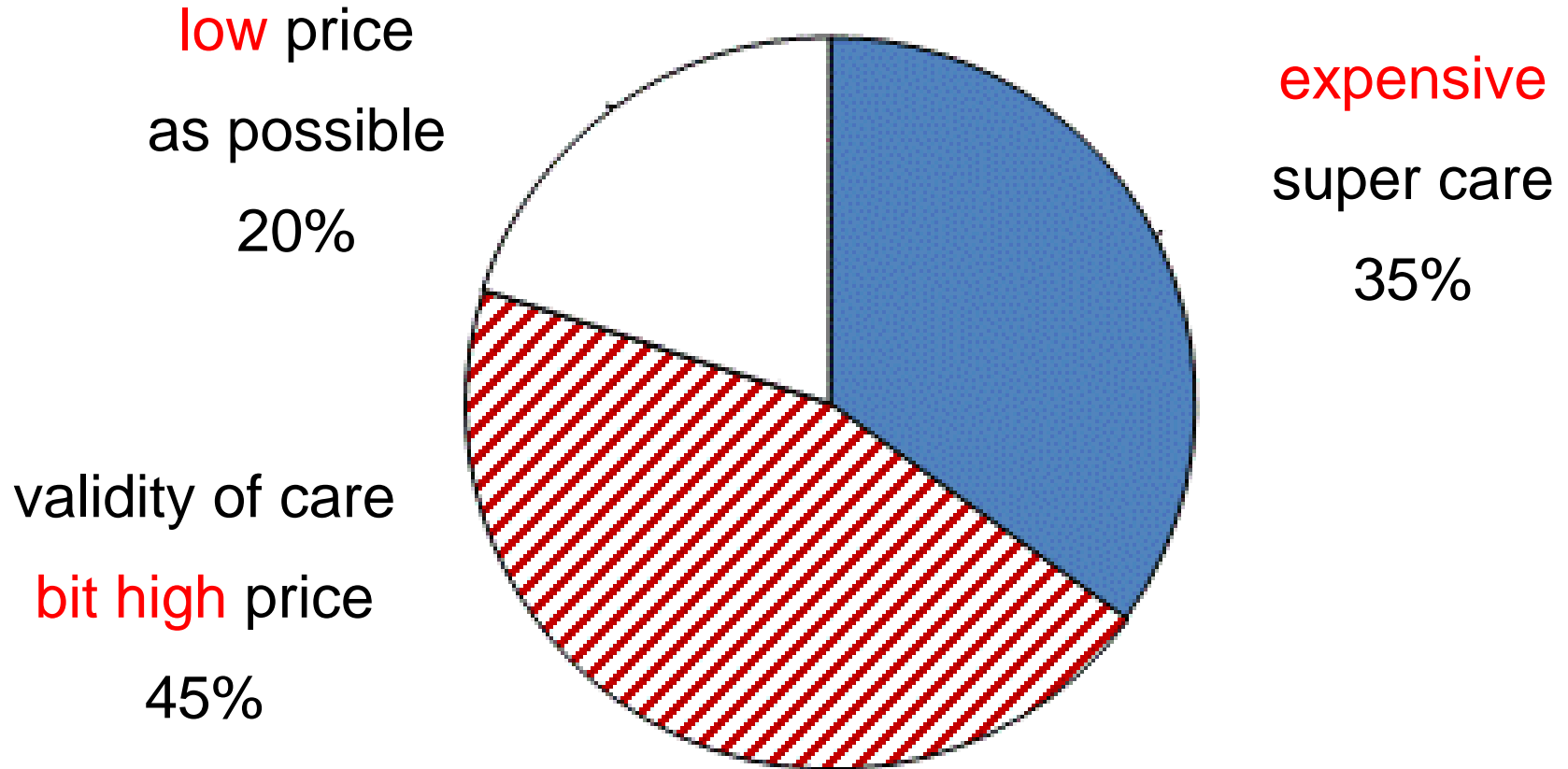
# business style



Japanese travel agencies do business mainly outbound.

But accessible tourism is different. Inbound tourism is also important.

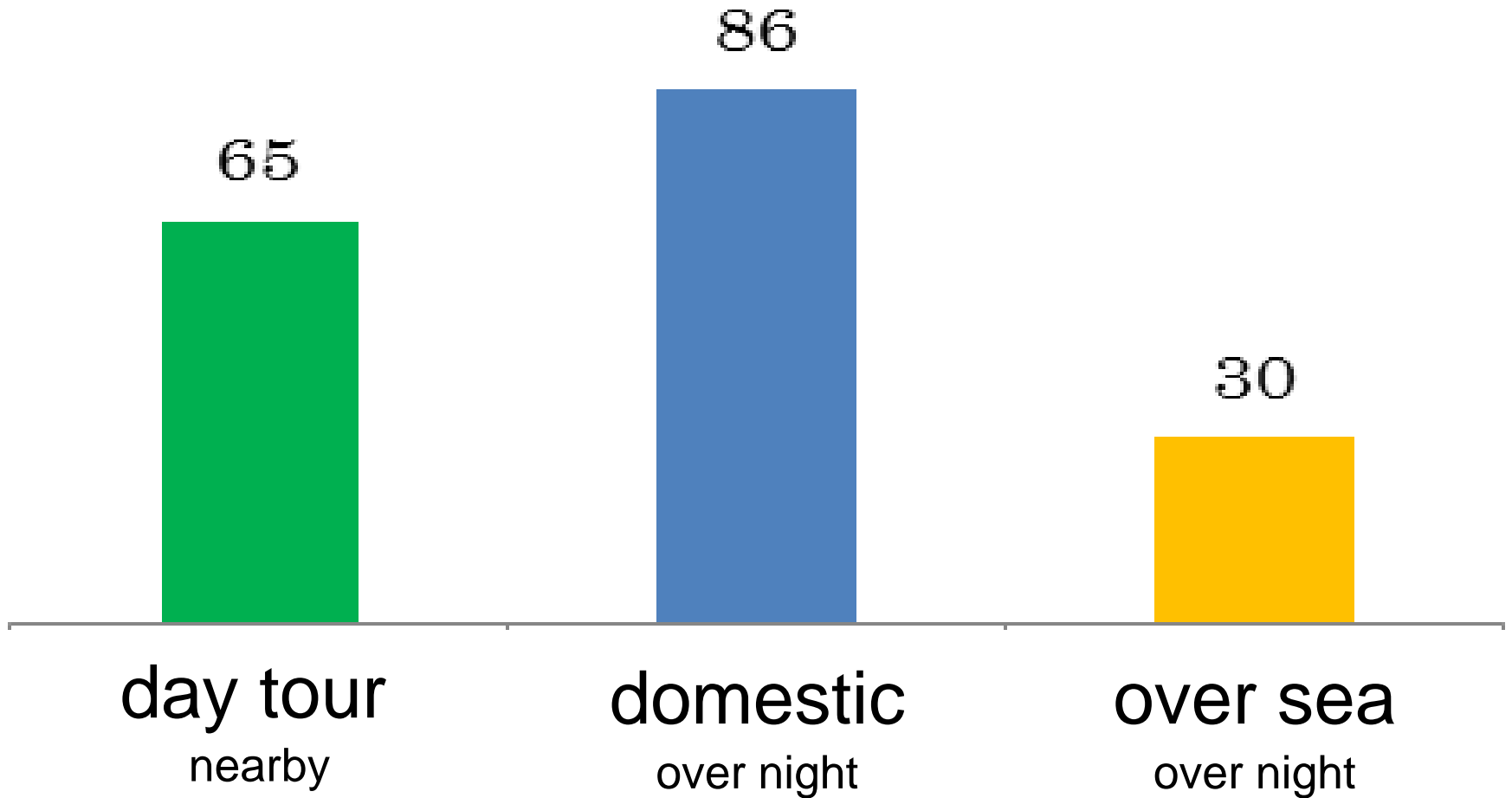
# tour price



It costs high because of pre research, helper, lift bus and good hotel.

Planning a group tour with friends is one of the way to travel low price

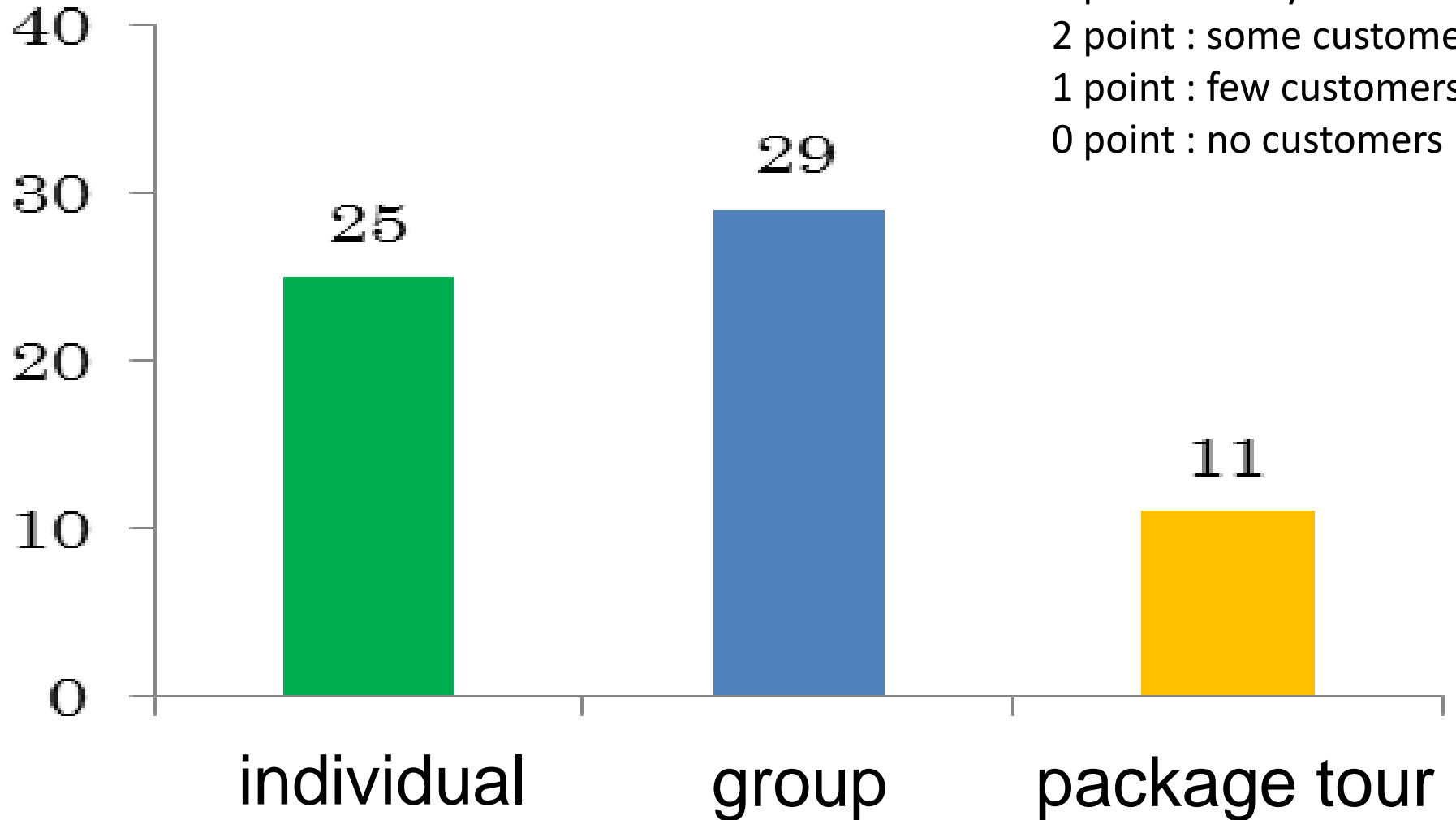
# destination



Day tour is the **key** of accessible tourism business for travel agency.

# breakdown of **day tour**

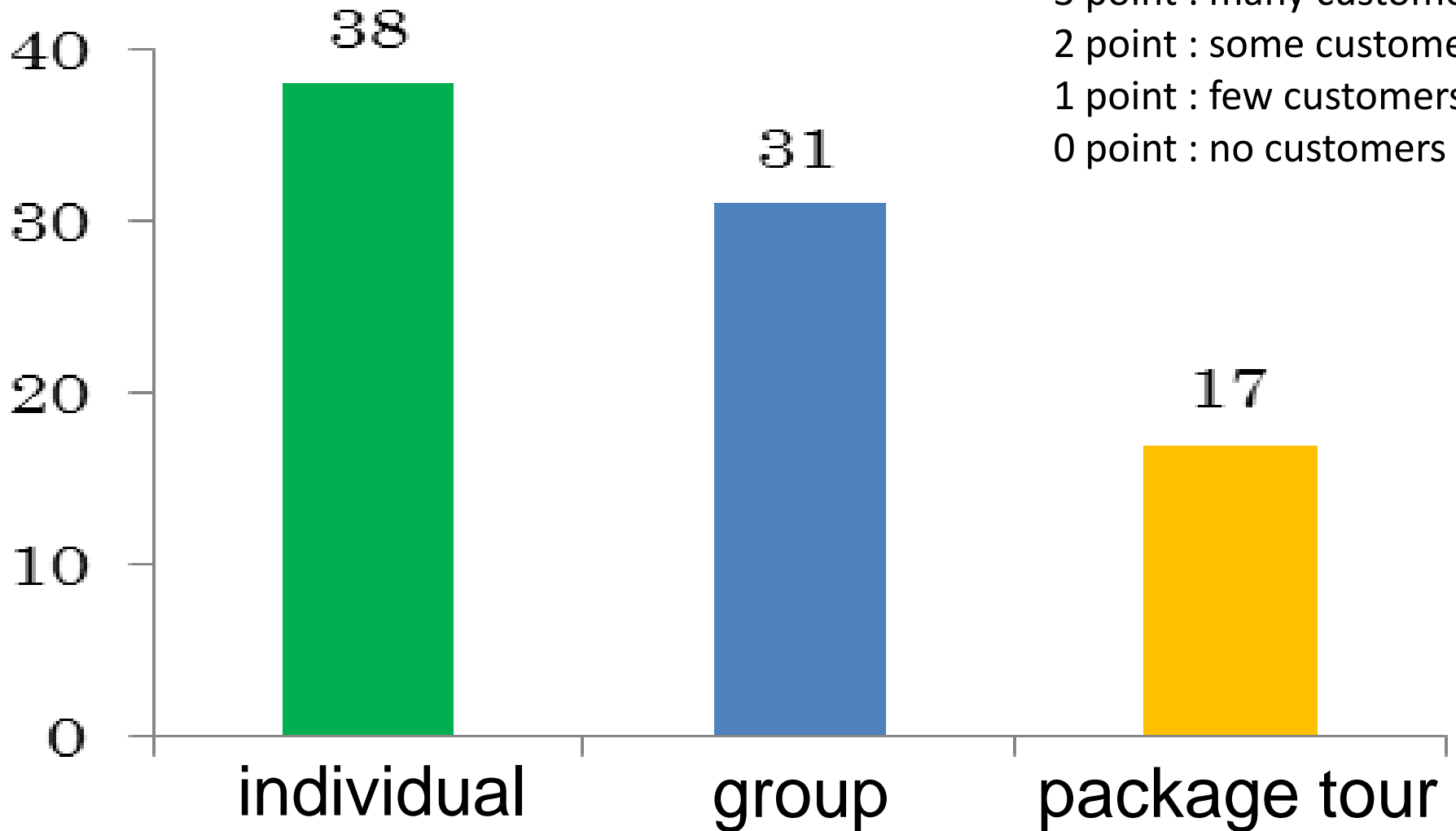
full mark  
63 points



3 point : many customers  
2 point : some customers  
1 point : few customers  
0 point : no customers

# breakdown of domestic

full mark  
63 points

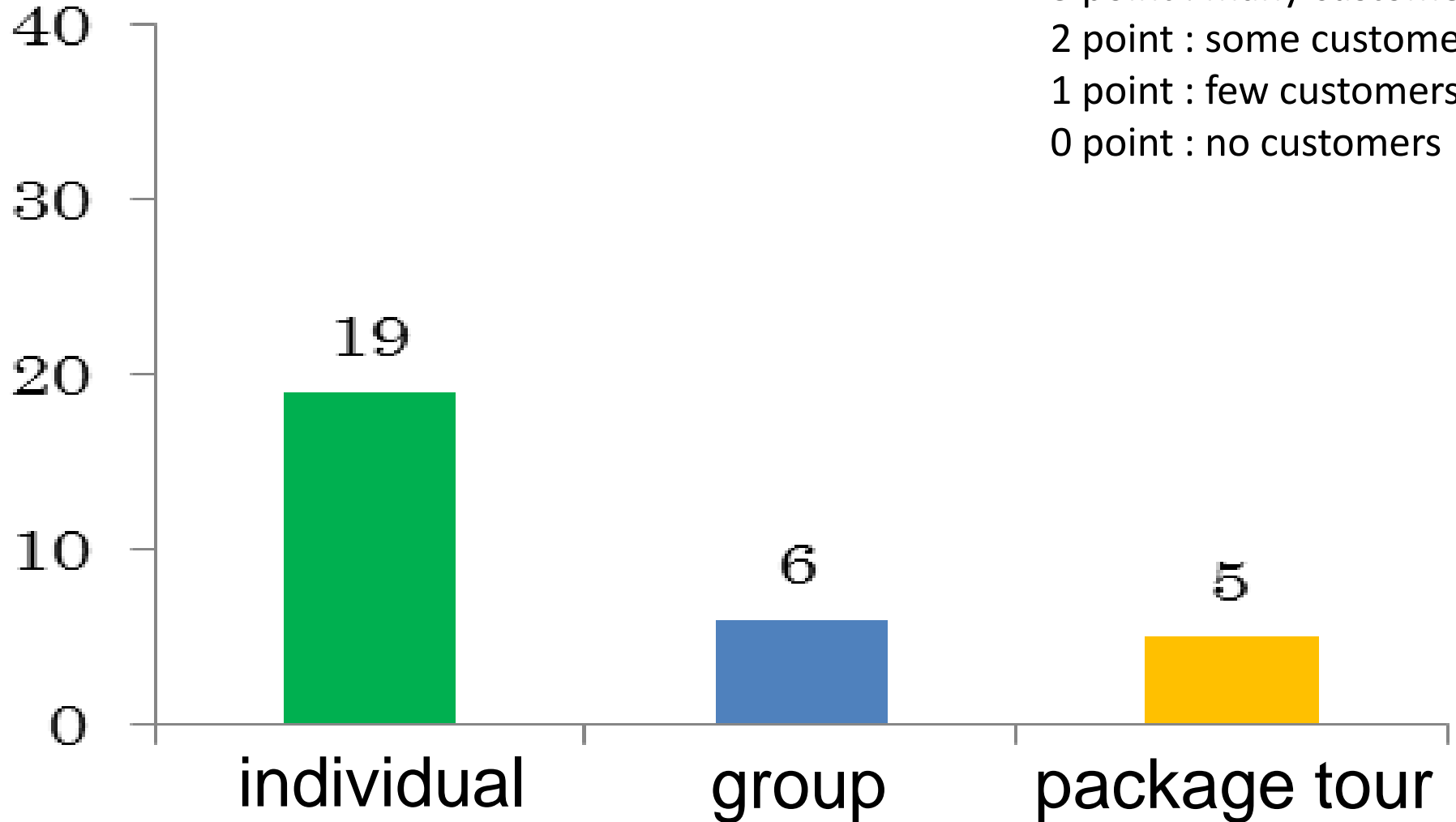


3 point : many customers  
2 point : some customers  
1 point : few customers  
0 point : no customers



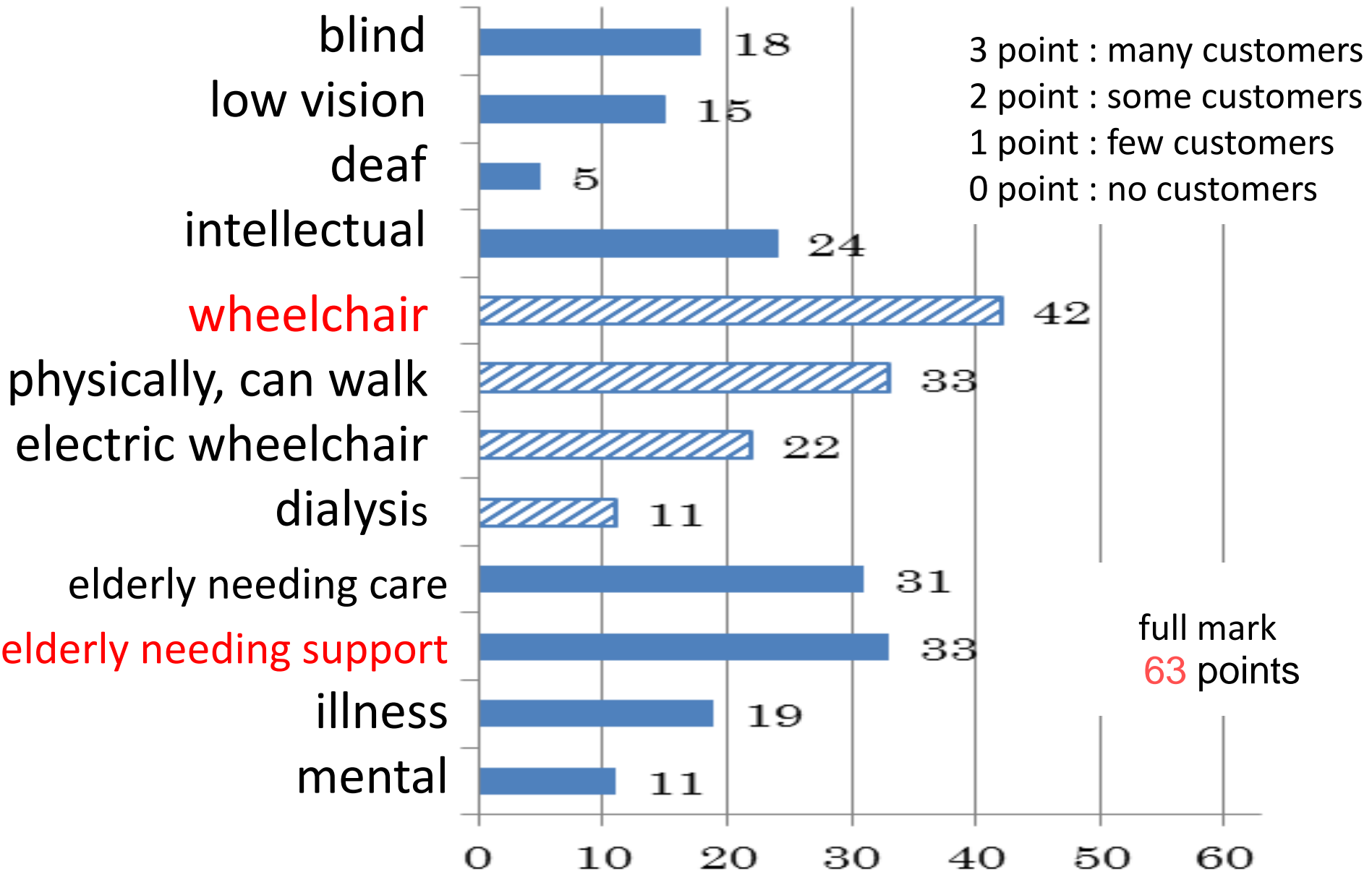
# breakdown of over sea

full mark  
63 points



3 point : many customers  
2 point : some customers  
1 point : few customers  
0 point : no customers

# Customers disability



# Summary

Many organizations belongs to individual workers personality.

Accessible tour need **detailed support**  
and **customized planning** adapted their disabilities.

It is **not suitable** for Japanese travel agency business style  
which is high volume sales low profit margin.  
Another problem is the quality of accessible tour  
depends on worker's ability and personality.



# company fact 1

Company needs profit to continue their business.  
Most of accessible tourism agencies focus **elderly person**.

The **business target** of accessible tourism  
is not person with disabilities.

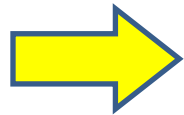
The main target is for people feel **difficulty** in wide sense.



## company fact 2

Nursing homes **day tours** are stable income of individual accessible tourism agencies.  
They catch the local needs.

Not only usual tourism for individual needs.  
ex) visit a grave, wedding ceremony, support go out.



Agencies tend to **hide** the information about good accessible destination.  
This situation is not good for public.  
People feel difficulty in travel, who always need

# how to success

The organizations say that **communication** is very important to make the travel real.

Travelers had better tell their needs clearly.

Communicating destination and finding

the **reasonable accommodation** is the key of successful travel.

When they open minds each other, the travel become happier.



# how to success

Travel is not a court ! not a war !  
Not advocate the right only !  
Make a concession each other !

Some facilities have trauma of disabled claimers.  
Pay attention the way of telling the demands.



# message to customers

- Be brave to speak out your wish and desires.
- Think what you want to do in your travel first.
- Enjoy troubles.
- Bring rain gears.
- Ask as soon as possible.
- Tell your physical condition correctly.
- Attendant, enjoy your trip. Use local support in case.
- Pay a bid more, you may get much satisfaction.





# requests to destinations

- Don't give up to change accessible because of high cost and few customers. Try it one by one without expense.
- Accessible info is not open to public in many destinations, even though it is available. Disclose accessible info.
- Be flexible. Human support is an excellent alternative way. It sometimes cover the lack of accessible facility.
- Find a solution together. Don't refuse and exclude.
- Give more choices of facilities and services.
- Don't be too much specialized. Be natural.



## the way forward

Customers have complaints about the price.  
There are **various ways** of accessible tourism in Japan,  
arrange of the attendant in the destination,  
inbound tourism and volunteers in the destination.  
But these ways does not reach the people.

The relationship among travel agency,  
accessible tourism center each city and volunteer group  
is **not good** because their business way are different.  
We should not compete the same pie.  
We should make the pie more bigger.

# *Bon voyage !*

